

What is claimed is:

1. A non-woven material comprising
 - c) a web of fibers; and
 - 5 d) an aqueous emulsion binder comprising a water-dispersible polymer which is non-dispersible in aqueous solutions containing 0.5 weight percent or more of an inorganic salt, wherein said water-dispersible polymer comprises from 1 to 100 percent by weight of a hydrophilic monomer and from 0 to 99 percent by weight of at least one non-
 - 10 hydrophilic monomer, wherein a film formed from said polymer has a Tg of from -40 to +105°C.
2. The non-woven material of claim 1 wherein said fibers have a length of less than 5 cm.
3. The non-woven material of claim 1 wherein said fibers have a length of less than 2 cm.
- 15 4. The non-woven material of claim 1 comprising 50 to 98 percent by weight of fibers.
5. The non-woven material of claim 1 comprising 70 to 85 percent by weight of fibers.
- 20 6. The non-woven material of claim 1 wherein said material has a binder add-on of from 2 to 50 percent by weight.
7. The non-woven material of claim 1 wherein said material has a wet tensile strength in 3 percent aqueous inorganic salt solution of at least 100 g/in, and a wet tensile strength in tap water of at least 40 g/in.
- 25 8. The non-woven material of claim 1 wherein said binder further

comprises at least one component selected from the group consisting of plasticizers, tackifiers, fillers, humectants, surfactants, salts, fragrances, pigments, titanium dioxide, and encapsulated components.

9. The non-woven material of claim 1 having a web basis weight of from 20 to 200 gsm.

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10. A non-woven article comprising the non-woven material of claim 1.

11. The non-woven article of claim 9 further comprising a lotion containing at least one ingredient selected from the group consisting of sodium chloride solution, preservatives, boric acid, bicarbonates, moisturizers, emollients, surfactants, humectants, alcohols, water, and fragrances.

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12. The non-woven article of claim 9 further comprising at least 0.5 percent by weight of inorganic salt, or a mixture of inorganic salts.